

PASSPORT TO THE WORLD

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**THIS CURRICULUM HAS BEEN DEVELOPED
UNDER THE DIRECTION OF GLOBAL INITIATIVES, INC.**

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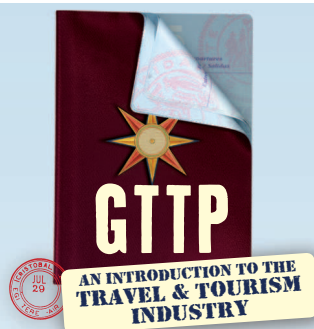
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Activity Worksheets & Handouts

This binder contains:

1. ACTIVITY WORKSHEETS
2. GLOSSARY OF TERMS

The following matrix lists activities and associated handouts under the unit or units whose topics they support. Depending on the instructor's lesson plans and schedules, an activity could continue throughout the study of several units and could support multiple topics.

Our intention is to provide a number of options for instructors so that they can tailor *Passport to the World* to the needs and interests of their particular students. For example, the activity, "**Starwood Brands**" focuses on a description by Starwood, one of the GTPP Global Partners, of its different hotel brands. It also includes a press release about the Le Meridien brand's new website. The **Activity Worksheet** suggests ways to utilize this material: to teach about marketing, including branding and advertising; finding ways to graphically depict different brand images; the use of press releases; introducing students to using a company web site to make reservations; and, unique to Le Meridien, seeing how to find a destination and a Le Meridien hotel that suits their personal cultural preferences.

Instructors who can access the Internet can go to GTPP Global Partners' web sites and download other press releases that would interest their students. Locate these web sites by going to www.gttp.org and clicking on the Global Partner's logos.

Activity Worksheets are included in the next pages in the order shown on the following matrix, starting with Unit 1. Activities that can be used in more than one unit are printed only in the section of this binder for the unit where they are first listed. Note that the four charts depicting the decisions that a traveler must make, "**Travel & Tourism Industry Process Charts**," are included in the **Instructor Guide** and in the students' **Resources Guide**.



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Activity Worksheets and Handouts

UNIT 1 INDUSTRY STRUCTURE	UNIT 2 CUSTOMERS	UNIT 3 DESTINATIONS	UNIT 4 CULTURE	UNIT 5 CAREERS
Starwood Branding Activity, Starwood Branding Description & Press Release (3 items)	Museum Visit (8 activities)	Guide to Attractions	Cultural Check List	Travel & Tourism Positions Available
Airport Field Trip	Customer Care	Use of Timetables	Stereotypes	Global Employee Questionnaire
Hotel Classification	Tourism Attractions Field Research	Tourism Attractions Field Research	National Symbols	Summary of Global Employer Responses
Tourism Attractions Field Research	What is a Customer?	Travel Destinations	Positive & Negative Impacts of Tourism on Culture	Entrepreneurial Questionnaire
Tourism Trail	Travel Agency Game	Image Design	Museum Visit (8 activities)	Job Research Interview Record Sheet
Internet Exploration	First Impressions	Marketing Attractions	How You Can Respect Other Cultures	Starwood Human Resources
Travel & Tourism Industry Process Charts	Types of Tourism	Country Image	Remember When You Are In...	Range of Jobs in Travel & Tourism
	Hotelier Survey	Planning an International Trip	Architecture as a Tourist Attraction	Employment Opportunities
	Survey of Travelers	Design Brochures	GfK Survey of Travelers	Museum visit (8 activities)
	A Day in the Life of a Waiter	Travel Agency Game		
	GfK Survey of Travelers	Advertisements		
	Travel & Tourism Industry Process Charts	National Geographic Destination Scorecard		
		GfK Survey of Travelers		
		Types of Tourism		